

Sales Executive

Level: 4

Typical Duration: 18 months

Possible Job Role: Sales Consultant, Sales Executive, Sales Specialist, Sales Advisor

Course Overview

A Sales Executive Apprentice is a salesperson working in either the Business to Business or Business to Consumer markets with the responsibility to sell a specific product line or service. They will be responsible for leading end-to-end sales interaction with customers and managing sales internally within an organisation. This apprenticeship develops customer relationship building skills, the planning of sales activities, and the undertaking of the end-to-end sales interaction with the customer. The apprentice will be responsible for retaining and growing a number of existing customer accounts, and generating new business by contacting prospective customers, qualifying opportunities and bringing the sales process to a mutually acceptable close. Typically, a Sales Executive will deal with a single point of contact for each sale and will present a pre-considered value proposition. The entire sales process may be completed during a single customer 'conversation', or over a series of interactions.

A Sales Executive Apprentice will develop customer relationships by establishing rapport and building trust and confidence in their own and their organisation's capabilities through demonstration of detailed product knowledge, competitor knowledge and an understanding of the market in which they operate, and by ensuring positive customer experience. This is typically an office based role and can take place across a variety of different sectors. They can work in advertising, marketing or digital agencies, or in interactive roles for broadcasters.

Qualification Achieved

On completion of this apprenticeship, you will hold a Sales Executive level 4 Apprenticeship. Other qualifications achieved include:

- Level 2 Functional Skills Mathematics
- Level 2 Functional Skills English

Progression

The role may act as a gateway to further career and training opportunities, including, but not limited to:

- Level 5 Departmental Manager
- Senior Sales Executive
- Sales Team Leader

Learning & Assessment

Apprentices will be assigned a dedicated tutor. The tutor will visit monthly in the workplace, as well as being on hand to support throughout the duration of the apprenticeship programme. The frequency of these sessions may be more, depending on the needs of the apprentice.

End Point Assessment

Each Apprentice must undergo an independent end-point assessment to determine the outcome of their apprenticeship. The assessments will assess the knowledge, skills and behaviours gained during their programme. The methods by which this apprenticeship is assessed are:

- Presentation, including a sales pitch
- Professional discussion supported by a portfolio of evidence
- A structured Q&A session

Entry Requirements

Individual employers may set their own criteria for this apprenticeship.

Hire an Apprentice

We can work with you to source a suitable applicant for your organisation or you can up-skill your existing employees. If the employee is under 19 and your business has fewer than 50 employees, there will be no cost for the training. If they are over 19 and/or your business has over 50 employees then you will contribute 5% towards the cost of the training. For any businesses paying into the levy, all training costs will be covered.

Recruitment

With our Talent Match recruitment service, Talent Bank, we will advertise your vacancy, screen applicants and pre-interview potential prospects in order to ensure you only interview the most appropriate candidates for your vacancy – all free of charge.

E-Portfolio

We offer a dedicated virtual learning platform which allows learners to keep on track of their course. In addition to this, it allows our tutors and employers to keep up-to-date with the progression of learners.

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